Technology Executive Committee

18 March 2020

Twentieth meeting

Virtual meeting 1–3 April 2020

Draft Communications and Outreach Strategy of the Technology Executive Committee

Cover note

I. Background

1. The COP, by decision 15/CP.23, paragraph 11, requested the TEC to enhance its communication and outreach strategy. Further, through decision 13/CP.24, paragraph 9, the COP invited the TEC to continue enhancing its communication and outreach strategy with a view to expanding the reach of its outputs to national designated entities and other regional stakeholders of the TEC. During its nineteenth meeting, the TEC invited the secretariat, in collaboration with the Chair and Vice-Chair, to develop a communication and outreach strategy to support the implementation of the rolling workplan for 2019-2022, for the TEC consideration at its twentieth meeting.

2. This communications and outreach strategy will describe the strategic goals and objectives, audiences, key messages, approach and communication and outreach activities to complement the activities of the TEC, with the objective of fulfilling its functions and mandates to facilitate enhanced action on technology development and transfer.

3. It seeks to provide a thoughtful and strategic framework to promote various TEC outputs and activities, such as events, regional meetings, publications and side-events at COP, including specific and measurable tactics, to help the TEC achieve its communications objectives based on the activities outlined in the 2019-2022 Rolling Workplan.

II. Scope of the note

4. To facilitate the TEC's consideration, a draft communications and outreach strategy has been prepared by a communication and outreach expert under the guidance of the secretariat with advice and inputs from the UNFCCC CO programme. The draft strategy is contained in the annex to this note.

III. Expected action by the Technology Executive Committee

5. The TEC will be invited to consider this draft strategy, and agree on a communications and outreach strategy of the TEC.

Annex

UNFCCC TECHNOLOGY EXECUTIVE COMMITTEE
Communications and Outreach Strategy, 2019-2022

OVERVIEW

The United Nations Framework Convention on Climate Change (UNFCCC) is the focus of the global political process to address climate change. The UNFCCC secretariat supports the Convention, its Kyoto Protocol and the Paris Agreement. This includes substantive and organizational support to meetings of the Parties to the Convention ("the Parties") and the implementation of the Paris Agreement. The UNFCCC Finance, Technology and Capacity-building (FTC) programme supports intergovernmental work and the work of constituted bodies in climate finance, climate technology and capacity-building.

Established in 2010, the Technology Executive Committee (TEC) is the policy arm of the UNFCCC Technology Mechanism, which was created by the Parties to address issues in climate technology. The main function of the TEC is to identify policies that can accelerate the Parties' development and adoption of low-emission and climate resilient technologies. The committee is comprised of 20 technology experts representing both developed and developing countries. Members analyze issues and provide recommendations on climate technology that will support the Parties in achieving the goals identified in the Paris Agreement.

The TEC meets at least twice each year and holds global and regional climate technology events to address technology-related policy issues. Each year the TEC reports to the Conference of the Parties (COP) on its performance and activities.

SITUATIONAL ANALYSIS

The development and adoption of climate technologies are a critical tool in the fight against climate change, and advancements in climate technology are crucial to successfully meeting the Parties' commitments under the Paris Agreement. The TEC is providing significant value in its capacity through its development of targeted and implementable policy briefs (TEC Briefs), key messages, recommendations, guidance and other publications. TT:Clear, the UNFCCC's dedicated web portal covering technology issues, is used to communicate about the TEC and its initiatives. The TEC also regularly organizes events to facilitate dialogue on climate technology matters, and participates in the COP and other UNFCCC events to educate about and promote its work. However, there is significant opportunity to share the TEC story more effectively, and to position it in a way that highlights its differentiators and impact.

While many technology policymakers are familiar with the committee's outputs, the TEC has recognized a lack of awareness about its potential contributions to Paris Agreement targets among this audience as well as other key stakeholders. This communications and outreach (CO) strategy seeks to provide a thoughtful and strategic framework, including specific and measurable tactics, to help the TEC achieve this and other communications objectives based on the activities outlined in the 2019-2022 Rolling Workplan.

CHALLENGES

Below are key challenges the TEC faced in the implementation of the 2015-2018 CO strategy. These challenges remain and must be considered and managed to ensure the current CO strategy is a success.

1. TT:Clear is a branded platform that effectively publicizes all things TEC-related. However, the TEC does not independently manage or control any social platform accounts through which it can direct new audiences to TT:Clear or otherwise leverage CO strategies. In addition, the TEC has not had the capacity to implement direct engagement tactics with key audiences through newsletters or other email-based tools. As a result, the TEC relies on other UNFCCC digital channels to publicize its work beyond TT:Clear. Operating through intermediaries means the TEC lacks direct access to its audiences and risks losing its voice amongst the many other programs competing for space on UNFCCC social and digital channels. This can complicate and, at times, prohibit effective dissemination of information and the ability to collect measurable data on TEC outputs.

2. The TEC's outputs can be substantive, limited, and heavily technical in both language and content. Any communications and outreach-related content that is created must be developed in the tone, voice and style demanded by both the communication channel being used and the intended audiences. Failing to do so could impact the TEC's ability to engage key CO strategy audiences beyond climate technology policymakers and other similar stakeholders.

3. When the TEC hosts events they are typically organized as side events at larger UN FCCC conferences. As a result, the TEC must compete with a range of events for attendees and cannot consistently inform on its work and outputs to intended audiences. A recurring event would support the TEC's objective to raise awareness about its activities, however, this would entail additional resources.

4. The TEC has limited resources, capacity and expertise to execute on the CO strategy, which has made proactive action difficult in the past and may impact CO implementation from 2020-2022.

STRATEGY GOAL

Raise awareness of the TEC's role in supporting the Parties in achieving the goals of the Convention and the Paris Agreement, by demonstrating how outputs are accelerating the development and adoption of low-emission and climate resilient technologies.

STRATEGY OBJECTIVES

- Increase visibility and understanding of the value of the TEC's work by showcasing how outputs are positively impacting key audiences within the context of the Convention and the Paris Agreement, and in the broader drive towards sustainable development

- Increase audience participation in TEC programs and initiatives by highlighting the value of collaboration and engagement at different stages of the technology cycle

TARGET AUDIENCES FOR THIS STRATEGY

The key audiences targeted by the TEC's CO strategy are comprised of two groups of stakeholders:

PRIMARY

Primary audiences refer to those stakeholders who directly engage with, and are impacted by, the TEC's work. Continuous dialogue with these entities allows both sides to jointly make progress on their key initiatives. It enables the TEC to gather insights that support the development of useful, implementable outputs, while providing a pathway of access for those audiences who could benefit from the TEC's expertise. Primary audiences will be the key focus of the CO strategy's activities, and include:

- National Designated Entities (NDEs), specifically from developing country Parties
- Government policymakers in all countries whose area of influence includes implementing climate technology policy
- UNFCCC observers that participate and engage in the TEC's work
- UNFCCC constituted bodies and mechanisms
- UN institutions and inter-governmental organisations actively engaged in technology work (e.g. UNEP, UNIDO, UNOSSC, IRENA, IEA, etc.)

SECONDARY

Secondary audiences are groups of people or organizations that do not directly engage with the TEC's work but which can influence primary audiences and shape perception about the TEC's outputs. Given the lack of resources currently available for executing on the CO strategy, these audiences will not be consistently targeted in this strategy, but are still important to consider when designing outreach activities overall. For the 2019-2022 CO strategy, these secondary audiences have been identified:

- Technology media outlets, including mainstream media offering technology content
- General climate technology observers, including experts and industry professionals, business stakeholders and private sector organizations as well as post-secondary academics

REACHING AUDIENCES

In order to achieve the CO objectives, both primary and secondary audiences will need to be targeted. Generally, the TEC engages with its primary audiences through its day-to-day activities and while developing its outputs, as well as through TT:Clear. To connect with secondary audiences, the TEC has periodically partnered with the UNFCCC CO team, which regularly engages an audience of more than 1.5 million people spread over three social channels and a robust web portal. The UNFCCC CO team reaches stakeholders from the media and general public as well as the climate constituents identified as the TEC's primary audiences. Their support in executing CO tactics will allow the TEC to increase awareness of its role in achieving the goals of the Paris Agreement, ultimately broadening the impact of its work.

STRATEGY KEY MESSAGES

The key messages outlined here are solely intended for use as part of the CO strategy, and have been devised based on the goal and objectives outlined above. The messages are designed to promote and explain the TEC's outputs to target CO audiences, and to help focus the TEC's content when developing the activities recommended in the plan. The messages are intended as guidelines, and can be woven into all content (whole or in part—however they fit) to ensure consistency in all CO activities undertaken between 2019 and 2022.

The messages are grouped according to the five thematic areas of 2019-2022 Rolling Workplan, with each group of messages offering a main message and a set of supplemental messages. Main messages are more technical in nature and reflect the academic tone of the Rolling Workplan. Supplemental messages are linked to the main message but are defined by a lighter tone and less technical language, to ensure they are adaptable to a wide variety of activities (news stories, case studies, etc.). The messages here are quite general and will need to be tailored for each activity and audience. For example, what you might want to say to an attendee of a regional event vs. a reader of a UNFCCC newsroom article promoting that same event may differ, and will also be based on the specific topic/issue being explored in the activity.

The recommended key messages for the CO strategy are as follows:

Innovation
The TEC helps accelerate and scale up crucial climate technology innovations that support the achievement of the Paris Agreement's goals.

- Helping countries build resilience and reduce emissions
- Fostering innovative sustainable development

Implementation
The TEC's outputs help Parties implement and transition to low-emission and climate resilient development pathways.

- Supporting countries in overcoming key technological challenges as they fight climate change
- Advancing the implementation of climate technologies around the world

Enabling Environment and Capacity Building
TEC supports Parties as they strengthen capacities and policy environments to solve climate technology issues.

- Strengthening the capacity of countries to adapt to, and mitigate, increased climate variability
- Engaging local communities in climate technology adaptation and mitigation

Collaboration and Stakeholder Engagement

TEC provides a platform for sharing information and discussing solutions, enabling myriad stakeholders to directly engage with the TEC while also helping to shape the TEC's policy recommendations.

- Facilitating open and inclusive policy development processes
- Engaging countries in climate technology solutions

Support

The TEC's outputs help identify financial and other supports essential to technological development and transfer within the Paris Agreement.

- Supporting financial solutions to climate technology development and adoption
- Collaborating with Parties as they reduce emissions and build resilience to the impacts of climate change

APPROACHES

The following approaches are recommended to achieve the CO strategy's goal and objectives:

- Showcase the outputs of the 2019-2022 Rolling Workplan at key points throughout the three-year period to ensure TEC's products are understood and reach the intended audiences
- Establish, maintain and strengthen relationships with target audiences by highlighting the TEC's value as a key resource in the fight against climate change
- Collaborate with Climate Technology Centre & Network (CTCN) to ensure aligned messaging
- Identify internal and external stakeholders who can amplify the CO strategy's key messaging and help achieve the strategy's goal
- Enhance the participation of TEC members as "Ambassadors of the TEC" in CO activities

A NOTE ON EVALUATION & ESTABLISHING BASELINE METRICS

A new data collection and measurement tool to monitor and evaluate the impact of the TEC's work is being developed and is scheduled to begin collecting data in 2020. The tool will answer fundamental questions crucial to understanding the successes of the TEC's initiatives overall. The answers to these and other questions will also be helpful in mapping the direction, and tracking the effectiveness, of any CO strategy. It is recommended that the evaluation tactics included here be incorporated into the larger data collection tool to better align the TEC's CO activities with those of the TEC as a whole. This will support improvements in the CO strategy year-over-year and ensure it is contributing to the goals of the TEC.

CO STRATEGY EVALUATION TACTICS

The below data points are designed to gather baseline CO engagement information against which the effectiveness of CO strategies and tactics undertaken as part of the 2019-2022

Rolling Workplan can be measured. Once the initial data has been gathered, the below data points should be revised appropriately, and updated annually.

- Number of recipients who opened the TEC's emails, and clicked on email links
- Amount and quality of UNFCCC social media engagement (retweets, shares, responses) regarding various activities (events, publication launches, etc.)
- Google Analytics for the TEC's content posted in UNFCCC newsroom and on TT:Clear pages
- Number of attendees at the different events
- Number of stakeholders who tuned into the live event broadcasts/interactive live webinars
- Number and quality of responses to TEC email and in-person surveys

ACTIVITIES FOR 2020 AND BEYOND

Below are a sampling of activities that could be undertaken to achieve the CO strategy goal and objectives. These are designed to be implementable not only for the specific output identified, but for similar outputs produced throughout the 2019-2022 Rolling Workplan. For example, the Technology Day activities outlined can also be applied to other events hosted by the TEC.

Generally speaking, activities incorporate approaches for both the TEC and UNFCCC teams and should focus overall on meaningful stories that show how climate technology is changing lives. These real-world success stories are an effective way the TEC can link their outputs directly to the commitments made under the Paris Agreement and demonstrate the value of its work. It is with these considerations in mind that the following activities were developed.

A. EVENTS

The TEC deploys considerable resources to engage with target audiences through events, making them an ideal venue to leverage promotional and outreach activities. Two types of events have been chosen to demonstrate how the CO strategy can be implemented under the current Rolling Workplan:

- Technology Day (TD), focusing on the upcoming event at the 52nd session of Subsidiary Bodies meeting (SB52) in Bonn, Germany, in June 2020
- Regional events (RE), focusing on the upcoming regional technical expert meetings in Kampala, Uganda, during Africa Regional Climate Week in April 2020

1. Technology Day 2020

Technology Day is a new TEC initiative, introduced as an activity under the 2019-2022 Rolling Workplan's thematic area of *Innovation*. As indicated above, the event is set to take place in conjunction with the SB52 this year, and will showcase innovative approaches to deploying, disseminating and scaling up climate adaptation technologies, including highlighting successful, scalable business cases, local community participation models, and gender- and culturally-sensitive approaches.

Key Message

The CO strategy message selected will depend on the focus of the event. It could fall under any of the key themes outlined in the 2019-2022 Rolling Workplan. For the purposes of the June 2020 TD, a variation of the *Innovation* messaging above can be used.

Objectives

- Raise awareness of how the TEC helps accelerate and scale up innovative climate technology approaches to adaptation
- Communicate the value of the TD event to target audiences
- Draw SB52 attendees to the TD event

Approach

Use storytelling to show how Parties have benefited from adopting the innovative approaches being explored in the event.

Key Audiences

- SB52 attendees
- NDEs
- UNFCCC observer organizations
- Media

Activities | Pre-Technology Day

General

- Refine and rewrite key messages, as required, to ensure they are appropriate for the target audiences and selected methods/platforms of communication

Direct-to-Audience Marketing

- Work with TD organizers and/or CTCN to source and develop stories demonstrating the successes of stakeholders who have adopted the climate adaptation technologies to be featured in the TD event. These stories can be the same case studies that the TD presenters will be discussing at the event.
- Create email to send directly to event target audiences, using email addresses from CTCN database. Email should tease the success stories being presented at the TD event, focusing on how the featured stakeholders used the TEC's policy recommendations to overcome challenges.
    - o Email can invite recipients to send questions for the presenters and TEC members in attendance at the TD. A deadline for emailing questions can be included in the email, with the understanding that the TEC team will pose a specific amount of questions to the presenters/panel members live. If audiences tune in for the live broadcast, they will hear the answers.
    - o Promote live broadcast link and describe how viewers can use this link to watch and interact with the event
- Collaborate with the in-house TT:Clear design team to:
    - o Develop print flier advertising the event (resource depending)
    - o Create pop-up banners publicizing the event (resource depending)
- Draft short survey for use during event, to collect data on how attendees heard about the event

- Source TD attendee who can speak on camera about the innovative technologies being featured at event, for use in UNFCCC social channel promotion. Attendee should be an expert with real-world successes to share, a compelling and concise speaker, and able to easily translate technical language into laymen's terms.

Digital Promotion on TT:Clear
- Follow existing practices for publicizing events on TT:Clear. Ask the web team to create a drop-down section on the event page that highlights the stories.
- Organize live broadcasting (broadcast-on-demand) of the event, using existing approaches and tools provided by SB52 to engage audiences where possible in real-time (resource depending)

Digital Promotion on UNFCCC Channels
- Create a story for the UNFCCC newsroom focusing on the stories and highlighting how essential climate technology is enabling Parties to meet their Paris Agreement commitments
- Tease the stories and event on social channels

Activities | During SB52
In-Person Activities
These activities are recommended provided the TEC has the resources to develop and execute on them:

- Distribute print flier to attendees at the TEC booth at SB52
- Place promotional pop-up banners at pre-established, visible locations throughout SB52 venues
- Conduct video interview with the attendee who has been selected for this, and provide file to UNFCCC CO team to edit and upload/promote on channels
- Distribute questionnaire at the start of the event and collect them during or after the event

Digital Activities | All Channels
- Facilitate live broadcast of the event
- Work with UNFCCC CO team to promote the event on social platforms using video interview. Ask team to engage key influencers/platform users who express interest in the event/success stories.

Activities | Post-SB52
Digital Promotion: TT:Clear
- Publicize an event summary with highlights, video and images on TT:Clear

Digital Promotion: UNFCCC Channels
- Collaborate with the UNFCCC CO team to:
  o Create an article for the newsroom with event highlights, videos and images
  o Create and publish social content summarizing the event and thanking/acknowledging key influencers who attended/promoted it on their channels

2. Regional Events

Regional events (RE) are typically held during Regional Climate Weeks to facilitate dialogue on specific issues among practitioners, NDEs and other target audiences. In the past, the TEC has used these events to gather inputs from stakeholders during the development of a TEC Brief or policy recommendations (e.g. technical examination process). As a result, the insights of these stakeholders can significantly impact the recommendations to the COP and Parties on the issue begin examined. The TEC has also participated in the regional forum of NDEs organised by the CTCN, where TEC members informed NDEs about the TEC's work.

Regional Events Sample Activities

Topics for REs are set annually. In 2020, all regional events will be undertaken in the context of technical expert meetings (TEMs) and will focus on sustainable, low-emission housing and building solutions. The first workshop will take place April 20-24 in Kampala, Uganda. The topic will be technology and design for buildings, housing and construction, and the use of indigenous and local knowledge, techniques and resources. It serves as an effective example of how REs can be leveraged to promote the TEC and its outputs.

Key Messages

REs are information sharing forums that enable expert NDEs to directly engage with the TEC while also helping to shape the TEC's outputs. Key messages for this type of event should therefore always include a variation of the *Collaboration and Stakeholder Engagement* messaging above. In addition, as each event will focus on a specific topic aligned with a key theme from the 2019-2022 Rolling Workplan, variations of other messaging included in this plan may also be relevant to include.

For the purposes of this plan, which focuses on the April 2020 RE in Uganda, variations of the *Innovation* messaging above can be used, in addition to messages from *Collaboration and Stakeholder Engagement*.

Objectives
- Raise awareness of stakeholders' roles in supporting the Parties' transitions to low-emissions, sustainable climate solutions
- Increase communications with key audiences to grow overall attendance of NDEs and other regional climate technology stakeholders at TEC workshops

Approach

Showcase how key stakeholders have helped shape, and have benefited from, the TEC's policy recommendations to the COP and the Parties by telling stories that highlight key achievements.

Key Audiences
- NDEs from the African region
- Government/policymakers in the region whose work is relevant to the topic being explored (e.g. Ministry of Housing)
- UNFCCC observer organizations
- Local media

Activities | Pre-Regional Event

General

- Refine and rewrite key messages, as required, to ensure they are appropriate for the target audiences and selected methods/platforms of communication

Direct-to-Audience Marketing

- Create email to send directly to event target audiences, using email addresses from CTCN database. Email to tease the case studies scheduled to be explored by RE keynote speakers, and should focus on how the TEC's policy recommendations were used to overcome challenges in developing sustainable, low-emissions housing and buildings.
  - o Email can invite recipients to send questions for the presenters and TEC members in attendance at the RE. A deadline for emailing questions can be included in the email, with the understanding that the TEC team will pose a specific amount of questions to the presenters/panel members live. If audiences tune in for the live broadcast, they will hear the answers.
  - o Promote live broadcast link and describe how viewers can use this link to watch and interact with the event
- Source RE attendee who can speak on camera about the use of indigenous and local knowledge, techniques and resources in solving building and housing challenges. This content will be used on UNFCCC social channels. The attendee should be an expert with real-world successes to share, a compelling and concise speaker, and able to easily translate technical language into laymen's terms.

Digital Promotion on TT:Clear

- Follow existing protocol for publicizing workshops on TT:Clear. Ask the web team to create a drop-down section on the event page that features highlights from the email.
- Organize live broadcasting (broadcast-on-demand) of the event

Digital Promotion on UNFCCC Channels

- Collaborate with the UNFCCC CO team to create a UNFCCC newsroom story that focuses on the success stories, demonstrating how they are linked to challenges facing all Parties. Promote the value of REs by showing how audiences can gain the knowledge they need to achieve similar successes in their own region while also providing important information to the TEC as it develops its policy recommendations to the COP and the Parties.
- Tease the stories and event on social channels

Activities | During Regional Event

In-Person Activities

- Conduct video interview with the attendee who has been selected for this, and provide file to UNFCCC CO team to edit and upload/promote on channels, resource depending

Digital Activities | All Channels

- Facilitate live broadcast of the event

- Work with UNFCCC CO team to promote the event on social platforms using video interview. Ask team to engage key influencers/platform users who express interest in the event/success stories.

Activities | Post-Regional Event
Digital Promotion on TT:Clear
- Publicize an event summary with highlights, video and images on TT:Clear

Digital Promotion on UNFCCC Channels
- Collaborate with the UNFCCC CO team to:
  - Create an article for the newsroom with event highlights, video and images
  - Create and publish social content summarizing the event and thanking/acknowledging key influencers who attended/promoted it on their channels

B. PUBLICATIONS

As a policy body, the TEC seeks to effectively communicate the key findings of its work to the global climate technology community. This is primarily achieved through the creation of TEC Briefs, which include key policy messages and findings in clear, non-technical language, and other publications. Under the 2019-2022 Rolling Workplan, the TEC aims to publish nine TEC Briefs as well as several other publications.

Sample Activities for Publications
Publication topics are identified in the 2019-2022 Rolling Workplan. In 2020, the TEC will finalise a joint TEC Brief on technologies for averting, minimizing and addressing loss and damage in coastal zones. This will be undertaken in collaboration with another UN constituted body, the Executive Committee on Loss and Damage (ECLD). This brief is scheduled for completion and launch in June 2020, during SB52.

Key Message
The CO strategy message selected will depend on the focus of the publication. It could fall under any of the key themes outlined in the 2019-2022 Rolling Workplan. For the purposes of the 2020 TEC Brief, a variation of the *Enabling Environment and Capacity Building* messaging can be used.

Objectives
- Promote the TEC's publications to target audiences in order to increase readership and, ultimately, adoption and implementation of recommended policies
- Raise awareness among the Parties of how the TEC's publications support the achievement of the Paris Agreement's goals

Approach
Connect directly with target audiences to promote and deliver the TEC Brief in order to increase visibility of the product, educate audiences on its value and engage one-to-one with stakeholders.

Key Audiences
- NDEs from regions discussed in publication

- UNFCCC observer organizations, especially those based in regions discussed in publication
- UNFCCC institutions

Activities | Pre-Publication Launch
General
- Refine and rewrite key messages, as required, to ensure they are appropriate for the target audiences and selected methods/platforms of communication

Direct-to-Audience Marketing
- In collaboration with the ECLD, develop email to send directly to target audiences, using email addresses from CTCN and ECLD databases. Email to tease the success stories from the brief, with a focus on how the TEC's policy recommendations are helping Parties build capacity to adapt to increased climate variability, and ultimately achieve their targets under the Paris Agreement.

Digital Promotion on TT:Clear
- Follow existing practices for publicizing a TEC Brief on TT:Clear
- If launch event is being held, create event page on TT:Clear to promote the event, including drop-down section that highlights the stories

Digital Promotion on UNFCCC Channels
- Create a story for the UNFCCC newsroom focusing on the stories and highlighting how essential climate technology is being implemented to fight climate change
- Promote the stories and event (if applicable) on social channels

Activities | Publication Launch
- Send the brief directly to audiences, using the CTCN and ECLD's email databases
- When the TEC Brief is being launched simultaneous, or subsequent, to an event such as a COP side event, RE or TD, consider incorporating promotion of the TEC Brief at the event. This could include some of the tactics outlined in the *Events* section above.

GENERAL COMMUNICATIONS PLAN FOR COP26 AND BEYOND

The following plan is designed to be customized and implemented for the TEC side events held at each COP between 2020 and 2022.

Key Message

The CO strategy message selected will depend on the topic and format of the COP side event, and will need to be revised to align with communications outreach and target audiences for that year. For the purposes of COP 26, which will focus on raising ambition around climate action, a key message for the COP side event could be: *Delivering technology policies that enable countries to meet the ambitious goals of the Paris Agreement.*

Objectives

- Raise awareness of how the TEC supports the Parties in meeting the Paris Agreement's goals
- Increase communications with key audiences to grow overall attendance at TEC COP side events
- Enhance the attractiveness and visibility of TEC's outputs

Approach

Leverage success stories to demonstrate how the Parties have benefited from adopting the policy recommendations of the TEC.

Audiences

- COP attendees
- NDEs
- UNFCCC observer organizations
- Media
- General pubic

Activities | Pre-COP

General

- Develop key messaging for use in all CO activities for the COP

Direct-to-Audience Marketing

- Follow all previous practices for marketing COP side events
- Develop two promotional emails for target audiences (excluding media and general public), in collaboration with CTCN team:
    o #1: Send 2-4 weeks before the COP to promote messaging and event details
    o #2: Send 1-2 days before the event is scheduled to occur to remind audiences to attend
- Resource depending, collaborate with the in-house TT:Clear design team to:
    o Develop digital and print marketing fliers advertising the event (resource depending)
    o Create pop-up banners publicizing the event (resource depending)
- Source event speaker who can speak on camera about the TEC's key outputs from the year. This content will be used on UNFCCC social channels. The interviewee should be an expert with real-world successes to share, a compelling and concise speaker, and able to easily translate technical language into laymen's terms.
- Draft short survey for use during event, to collect data on how attendees heard about the event

Digital Promotion on TT:Clear

- Follow existing practices for publicizing events on TT:Clear. Ask the web team to create a drop-down section on the event page that features highlights from the emails.
- Organize live broadcasting (broadcast-on-demand) of the event

Digital Promotion on UNFCCC Channels
- Create a story for the UNFCCC newsroom focusing on the key technology transformation stories being explored in the side event, highlighting how innovative climate technology policies are enabling the Parties to meet their Paris Agreement commitments
- Promote the stories and event on social channels

Activities | During COP

In-Person Activities

These activities are recommended provided the TEC has the resources to develop and execute on them:

- Distribute print flier at the TEC COP booth
- Place event pop-up banners at pre-established, visible locations throughout COP venues
- Conduct interview with the attendee who has been selected or this, and provide file to UNFCCC CO team to edit and upload/promote on channels
- Distribute questionnaire at the start of the side event and collect them during or after the event

Digital Activities: All Channels
- Facilitate live broadcast of the event
- Work with UNFCCC CO team to promote the event on social platforms using video interview. Ask team to engage key influencers/platform users who express interest in the event/success stories.

Activities | Post-COP

Digital Promotion: TT:Clear
- Publicize an event summary with highlights, video and images on TT:Clear

Digital Promotion: UNFCCC Digital Channels
- Collaborate with the UNFCCC CO team to:
  - Create an article for the newsroom with side event highlights, video and images
  - Create and publish social content summarizing the side event and thanking/ acknowledging key influencers who attended/promoted it on their channels

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